

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA, Summer 2017 - 18 Examination

Semester: 5
Subject Code: 06101305
Subject Name: Business Environment

Date: 11/06/2018
Time: 10:30 am to 1:00 pm
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.**A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark)****(05)**

1. Who is responsible for presenting union budget to parliament?

a) Prime minister	c) Home minister
b) Rail minister	d) Finance minister
2. Relaxing the restrictions and controls imposed on Business and industry means _____.

a) Liberalization	c) Privatization
b) Globalization	d) None of these
3. This is the Govt.'s strategy in respect of public expenditure and revenue which have a significant impact on business.

a) Monetary policy	c) Fiscal policy
b) Trade policy	d) Foreign exchange policy
4. The policy of govt. related to Export and Import is _____.

a) IMEX policy	c) Export policy
b) EXIM policy	d) Import policy
5. SEZ stands for _____.

a) Special economic zone	c) Social economic zone
b) Socially backward zone	d) None of these

B). Define the following. (Each of 1 mark)**(05)**

1. Business environment
2. Fiscal deficit
3. SDR
4. Consumerism
5. Administered Prices

C). Direct questions. (Each of 1 mark)**(05)**

1. Differentiate between capital market and money market.
2. Enlist major reforms undertaken by government in PDS.
3. What is revenue budget?
4. What is Deemed export?
5. What is foreign direct investment?

Q.2 Answer the following questions.**A). Bring out the main Economic and Political environmental factors that affect the modern business organizations. (07)****B). What is WTO? What are its objectives? Explain in detail recent implication of WTO agreement on Indian economy. (08)****Q.3 Answer the following questions.****A). Discuss salient features of MRTP act. (07)****B). "Ethical business practices and social responsibility go hand in hand" discuss in detail. (08)****Q.4 Attempt any two questions. (Each of 7.5 mark)****(15)**

1. Explain in detail about consumer rights under Consumer Protection Act.
2. Discuss implication of globalization for Indian business firms in the context of Telecommunication industry.
3. Discuss in detail New foreign Trade policy.
4. You are an iron ore mining company. How would you try to protect the natural environment?